



A 3-Point Plan for Monitoring Your Small Business



You need to keep an eye on everything

More than ever, small businesses need to know what's happening on their premises. It's vital to make sure that your spaces are safe, whether it's a retail, office, or outdoor area. To practice safe social distancing, you need know where people are and how close they are to one another.

Finding out what you need to know isn't as difficult or expensive as you might expect. Here's a simple three-point plan for monitoring your workplace.

1

Start with a smart camera

All security cameras aren't created equal. When you add intelligence into a camera, it can do a lot more than just record video. Look for a camera with built-in intelligence that can detect:

- **People** so you can see who is in your establishment
- **Motion** with heat maps so you can see traffic patterns and determine the locations where people congregate
- **Objects** so you can determine what people are interested in and what they are touching



2

Access video and analytics in the cloud

Smart cameras can provide powerful business intelligence because everything is either in the camera itself or in the cloud. You use your browser to log in to a dashboard to:



- View video quickly with Motion Recap, which summarizes activity into a single image, so you don't have to scroll through a lot of irrelevant video to get answers
- Set up and manage your cameras, and find, export, and share footage quickly and easily
- Access the person detection and motion-sensitive analytics

3

Assess and use the information for a smarter, safer business

With a smart camera, the ability to detect people and objects becomes more accurate over time thanks to machine learning. Analytics features are anonymized to ensure privacy, yet give you information so you can answer questions such as:

- How many people are in a given area?
- How do they typically move through the space?
- How close are they to one another?
- What are they doing? Touching? Looking at?
- How many employees do they interact with, and how long do they stay?



Smart cameras just right for small business

Cisco® Meraki™ offers a complete range of MV Smart Cameras for small businesses. They come with everything you need to keep your business safe and secure. [Explore all the Cisco solutions for small business.](#)

